FINEGAN . BUTLER . ROSE . SIMPSON . RAVAGE . FRANTZ . O'BOYLE . HATALA . COLE . BENNING . WHITMAN . PUBLIC RELATIONS (ALL) . FILES . CLIENT (9) .

GRAY & ROGERS, INC.
CLIENT REPORT

December 5, 1983

COMMODORE

Meeting at Commodore--12/2/83

For the client: David Rogers, Mike Tomczyk (part-time)
For the agency: Glenn Frantz

CES Public Relations Program:

Following a telephone call from Myrddin Jones, agency met with Commodore to discuss implementation of agency PR program for Consumer Electronics Show to be held January 7-11, 1984. Commodore's theme for this show--"Commodore--Number One in the World of Microcomputers."

Pre-Show Logistics

Agency to assist, as necessary, with pre-show logistical arrangements, including (but not limited to) travel for media representatives.

News Kit Development

Agency to assist Commodore with the development and distribution of a news kit which will include:

- New product releases (with photos where applicable) describing new computer hardware and software offerings
- A corporate/financial announcement
- A Commodore positioning statement in the form of a "Number One List" --those things Commodore has been first in
- Announcement of one millionth Commodore 64 and 1.5 millionth VIC 20

Contingencies to be made for possible personnel and book/publishing announcements.

News Conference

Agency to assist Commodore with arrangements for a news conference to be held Saturday, January 7, 1984 at 6:00 p.m. in the MGM Grand Hotel.

-more-

Agency tasks include:

- Develop invitation list (Commodore to provide a printout of current PR mailing list)
- Seek pre-show publicity for news conference
- Issue invitations (including reply cards) to editors and distributors

  HATALA: Let's discuss.

- Follow-up invitations with mailgrams, telephone and personal contact.
- Identify key questions likely to be asked at the event (e.g., quality control, inventory shortages, etc.)
- Counsel Commodore spokesmen regarding desirable responses to those questions as well as general tactics for dealing with the press
- Identify with Commodore management those publications to which Messrs. Tramiel, Richards, Davidson and Hartman should be made accessible
- Assist with distribution of news kit at the event
- Send public relations representatives to Las Vegas to verify all arrangements and host event
- Assist with post-show distribution of news kits and news conference transcripts.

GF

Glenn Frantz

sj

cc G. Frantz.
M. Tomczyk.

To: S Davidson
Sig Hartman

Re: P.R Topics & News Kit for CES

Please review the attached lists of possible subjects. Any deletions or additions pl advise by Friday Dec 9th. We are circulating elsewhere parallel to this. (1 Diane piece of paper for each category.

MD.

I CORPORATE

- FINANCIAL RESULTS.
- ORG / STAFF ANNOUNCEMENTS?
- NEW BUSINESS DIRECTIONS.
  - FACILITIES.
  - CONTRACTS.
  - JOINT VENTURES
- EDUCATIONAL DIRECTIONS
  - LOANS/GRANTS.
  - STRATEGY/POSITION
  - SERVICES
- DISTRIBUTION STRATEGY.
- TECHNOLOGY DIRECTIONS.
- QUALITY ASSURANCE.
- ROBOTICS.
- INDUSTRY PERCEPTIONS.
- COMMUNITY/COMMITTMENT.
  - WESTCHESTER
  - SANTA CLARA.
- INTERNATIONAL
  - EUROPE.
  - CANADA.
  - OTHER.

CES RELEASES/STORIES

III HARDWARE

STORY. ASS. BY.

- TED INTRO
  - CPU.
  - PERIPHERALS
- MAGIC VOICE H/W
- COMMODORE 1STS
- CORPORATE ADVERTISING - TV/PRINT.
- ~~LETTER QUALITY~~ PRINTER.
- COMPETITIVE COMPARISONS.
- B SERIES.
- SX 64
- TELECOMM'N/BANKING.

II SOFTWARE

STORY ASS. BY.

- TED SW
- M.V. S/W.
- COMMOD SW. STRATEGIC DIR
- CORPORATE ADVERTISING - SW
- BOOK WARE
  - MASTERING VIC 20
- INFOVISION
- LOGO
- INT'L SOCCER
- EASY SCRIPT
- 4/5/6
- EDUCATION:
  - MECC/MILLIE
- NEW SOFTWARE TITLES 30+
- SUPERSCRIPT.
- JACK ATTACK.
- MICRO COOKBOOK.

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